

ALEX TAYLOR

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EDUCATION

WASHINGTON UNIVERSITY, OLIN BUSINESS SCHOOL | St. Louis, MO

May 2026

Bachelor of Science in Business Administration

Major in Marketing, Minor in Psychology

- GPA 3.85/4.00, Dean's List (All Eligible Semesters)

UNIVERSITA BOCCONI | Milan, Italy

February 2024 – June 2024

Study Abroad Semester – Concentration in Marketing

- Coursework in Marketing and Business Statistics

EXPERIENCE

THE SHERWIN-WILLIAMS COMPANY | Cleveland, OH

June 2025 – August 2025

Marketing Intern

- Evaluated growth opportunities and identified weaknesses for marketing department by conducting research on competitors in the paint and coatings industry for \$23B company, which aided in 2025 strategic planning
- Systematized and executed new store opening checklists, including submitting pricing requests for sales, ordering marketing materials, and collaborating with division marketing leads to ensure preparedness
- Assessed profitability of new stores' monthly sales and developed strategic market growth initiatives based on products

SCHNUCKS MARKETS | St. Louis, MO

June 2024 – August 2024

Schnucks Marketing Intern

- Analyzed data on Schnucks' brand success in the marketplace from 100+ stores in the region, leading to cutting \$50,000+ of costs from cannibalized products and introducing potential for additional revenue of \$100,000 in Q1 by capitalizing on over performing products
- Presented proposal for competing in consolidating retail landscape and exceeding dynamic expectations of modern grocery consumers, resulting in an estimated incremental profit of up to \$70,000 for Q1

HOBBY LOBBY | Chicago, IL

July 2023 – August 2023

Cashier

- Provided great point-of-sale customer service through ringing customers out and answering questions
- Collaborated across teams to routinely restock merchandise and create merchandise displays to incentivize sales

LEADERSHIP AND ACTIVITIES

WASHINGTON UNIVERSITY MARKETING ASSOCIATION | St. Louis, MO

September 2022 – Present

Co-President

- Strategize with leadership team on association directives, opportunities, and initiatives to determine direction in a way that benefits 50 members and solidifies university standing
- Present association-related data to faculty advisors, Olin Business Council, and Center for Career Engagement regarding interest levels and assessments, to showcase more partnership opportunities

THE WOMEN'S NETWORK (TWN) | St. Louis, MO

August 2022 - Present

Campus Ambassador

- Coordinate with Campus Ambassador team to strategically spread the word about TWN through creation and distribution of promotional materials and public speaking
- Serve as a liaison between female-identifying students, and female-identifying career professionals, to facilitate coffee chats, networking opportunities, and connectivity for 500+ members

SKILLS & INTERESTS

- *Technical:* Adobe Photoshop, GitHub, Microsoft Office, Salesforce; Coding Languages: C++, HTML, Java
- *Language:* Italian (Fluent), German (Conversational)
- *Interests:* Building PCs, Cooking Asian Food, Design Work, Science Fiction Novels, Traveling